



CITY OF NEWPORT BEACH

ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

MEETING DATE:

Wednesday, April 15, 2009

TIME:

8:00-9:00 A.M. *Please arrive 5 min. prior*

PLACE:

**City of Newport Beach Council
Chambers**

ROLL CALL AND INTRODUCTIONS

To assist with attendance there will be a sign in sheet at the podium, Please check off your name on arrival or before departing.

MEMBER UPDATES AND ANNOUNCEMENTS

DISCUSSION ITEMS

1. Approval of Minutes of March 18, 2009 (*Attachment*).
2. Discussion regarding the creation of a Newport Beach Special Event Advisory Committee (*Attachment*).
3. Discussion regarding the creation of a Committee of Interested Individuals to Explore a Summer "Water Taxi" Service. (*Attachment*)
4. A preview of the Newport Beach Film Festival by Gregg Schwenk
5. A summary report on Restaurant Week January 2009 by Sheri Drewry & Peggy Fort, CMC
6. EQAC Representative's Report

ITEMS FOR A FUTURE AGENDA

PUBLIC COMMENTS

ADJOURNMENT

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, May 6, 2009
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, May 20, 2009
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

DRAFT MINUTES 3-18-09

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, March 18, 2009**.

Members Present:

X	Mike Henn, Chairman	X	Sheri Drewry
E	Keith Curry, Council Member	X	Jennifer Gonzalez
X	Steve Rosansky, Council Member	A	John Hyatt
X	Robert Hawkins, Planning Commissioner	X	Lloyd Ikerd
X	Mike McNamara, Vice Chairman	E	Brion Jeannette
A	Fred Ameri	X	Debra Legan
X	Craig Batley	E	Richard Luehrs
X	Seymour Beek	X	Scott Palmer
X	Jeffrey Cole	X	John Robinson
A	Steven Coyne	X	Gregg Schwenk
X	Gary DiSano	X	Gary Sherwin
A	Jim Donnell	X	Gay Wassall-Kelly
X	Kenneth Drellishak		

Staff Representatives:

x	Sharon Wood, Assistant City Manager		
x	Leigh De Santis, Economic Development Administrator		
x	Katie Bowden, Economic Development Coordinator		

Guests Present:

Scott Pompe, Vice President for Targeted Media Relations, LA Times	Jessica Quadra, Newport Beach Chamber of Commerce
Brady Rhoades, Editor, The Daily Pilot	Paul Danison, OC Register
Craig Smith, Resident	Joe Serna, Daily Pilot
Alex Richardsen, visitor	Others who did not sign in

Roll Call and Introductions:

Chairman Henn called the meeting to order at 8:06 am and began self introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- Gregg Schwenk announced the 10th Annual Newport Beach Film Festival would occur April 23-30, 2009 with tickets going on sale April 1, 2009. This year's Festival will receive national coverage thanks to Entertainment Tonight and Esquire magazine. A significant number of local restaurants are planning specials for opening and closing nights. And as in years past, the Festival is partnering with local non-profit organizations as sponsors/beneficiaries of appropriate film premiers.
- Gay Wassall-Kelly reported that this year the Newport to Ensenada Race sets sail from the Balboa Pier on April 24, 2009. The Balboa Pier departure offers better viewing opportunities. Also sailing from the Balboa Pier that day will be the new(er) and shorter route, Race to the Border. Gay went on to encourage talks with the owner of the former Balboa Market about structure parking at that location.
- Gary DiSano presented the CVB with a 2010 Rose bowl poster for the BCS Championship Game January 6, 2010. One of the BCS playoff teams and the media will be staying in Newport Beach hotels. The other team will be housed in Costa Mesa.
- Mr. Lloyd Ikerd made another appeal for funds for the restoration of the 1951 Ford as a classic Newport Beach Police car. The car will be presented to the Police Department on March 19, 2009 at the Chamber-sponsored Police Appreciation Breakfast.

DISCUSSION ITEMS

1. Minutes of February 18, 2009.

Motion: Gregg Schwenk
Second: Gay Wassall-Kelly
Vote: Unanimous

2. Presentation by Scott Pompe, Vice President of Targeted Media Relations, Los Angeles Times

Mr. Pompe opened his remarks by noting that he had brought along Brady Rhoades, Editor of the Daily Pilot, to answer specific questions related to the paper. He then proceeded to provide an overview from the LA Times and, to a lesser extent, the Tribune perspective.

Mr. Pompe stated that the LA Times is committed to maintaining its community papers (TCN). The TCN division consists of 7 papers, of which only the Daily Pilot and one other are daily papers. He assured the EDC that news desks were not being consolidated with other areas, nor had editorial writers left the OC offices of the Times. And while the paper had made some adjustments about 18 months ago due to declining revenues (quit publishing Mondays and reduced staff) week over week revenues had been improving since January. According to him, neither the Tribune Chapter 11 reorganization nor the recent LA Times layoffs have/will impact the Daily

Pilot. Editor Rhoades committed to getting out into the community more and once again “putting a face” on the paper. Both invited civic leaders to write columns.

3. Discussion regarding the creation of a Newport Beach Special Event Advisory Committee

Postponed until next month's meeting.

4. Presentation by Gary Sherwin on the proposed Tourism BID

Gary Sherwin, CVB, gave a brief explanation of the proposed TBID. It will be comprised of six local hotels. These six hotels will impose a 2% charge on their short-term room nights to support the TBID. This will mean that they will be at an effective 12% transient occupancy tax, which is still lower than a number of competing communities. The TBID funds will be used to market to group meetings and events and to promote Newport Beach as a venue.

5. EQAC Representative's Report

- EQAC review of the Marina Park draft EIR is occurring.
- EQAC will be responding the Banning Ranch Notice of Preparation for its EIR.
- EQAC has requested that the City Council expand the coverage of the City's smoking in public places ban. The City Council has agreed to consider it.

It was the consensus of the group that the EDC should take a position on the smoking ban after outreach has occurred with the Restaurant Association and hospitality industry. It was suggested that this item be discussed as a future EDC agenda item.

ITEMS FOR A FUTURE AGENDA

- Discussion regarding the creation of a Newport Beach Special Event Advisory Committee
- A preview of the Newport Beach Film Festival
- A summary report on Restaurant Week January 2009

PUBLIC COMMENTS

Scott Palmer asked if the City was lobbying for federal recovery bill dollars for “shovel ready” projects in the City of Newport Beach. Mike Henn responded that the City was successful in lobbying for some funds from the Omnibus bill for the dredging of the Upper Bay. The City is still seeking money from federal partners to complete the project. An additional \$15 Million would be needed to dredge the Lower Bay.

ADJOURNMENT

Chairman Henn called for the meeting to be adjourned at 9:15 am.

NEWPORT BEACH SPECIAL EVENT ADVISORY COMMITTEE PROPOSAL

--DRAFT --

BACKGROUND:

The City Council receives many proposals for City support of special events from non-profit organizations. Some events support a charity (e.g., Race for the Cure, Relay for Life), and some are promotional events that bring recognition to Newport Beach and its business community (e.g., Film Festival, Taste of Newport). The requests for City support range from waiver of fees to in-kind services to cash contributions. The City does not have an established procedure for considering these requests, and the Council is not always confident that the benefit to the community is commensurate with the level of support being requested. Some Council members have stated that it would be beneficial to have evaluation assistance when public support for special events is proposed, and professional marketing guidance on the merits of special events and their benefit to the community. Council members have also indicated a desire for advice on improved event coordination throughout the city.

PURPOSE:

- A. To recommend to the City Council criteria to be used in evaluating future requests for City support,
- B. To evaluate the benefits (tangible and intangible) [*OR economic, marketing, social and other*] of special events and provide the City Council with professional advice on how the benefits relate to the support being requested [*OR whether the benefits warrant the support being requested*]. . Special events qualifying for committee evaluation would include those requesting City support of more than \$_____ in cash, in-kind services or fee waivers.
- C. To provide advice on event coordination throughout the city so that event organizers, city businesses and residents can derive maximum benefit and minimum impact from such events in terms of economics, mobility, timing and effectiveness.
- D. The Committee will be purely advisory in nature, and will not make determinations as to the approval of any event covered by this document. That responsibility rests exclusively with the City Council.

STRUCTURE:

- A. A seven person Event Advisory Committee (EAC), appointed by the Mayor from applications received and from recommendations provided by the Economic Development Committee, Conference and Visitors Bureau, Chambers of Commerce, Restaurant Association, Film Festival, charitable groups, and other groups with an interest in special events in Newport Beach. The members should be professionals with experience in event organization and promotion, marketing

- including advertising, public relations, web marketing and brand development, as well as an understanding of the Newport Beach visitor base and the City's infrastructure and resources to support special events. One committee member would be a representative of the Economic Development Committee and one would be a representative of the Newport Beach Conference and Visitors Bureau.
- B. A seven person Event Advisory Committee (EAC), appointed by the Mayor from applications received and from recommendations provided by the Economic Development Committee, Conference and Visitors Bureau, Chambers of Commerce, Restaurant Association, Film Festival, charitable groups, and other groups with an interest in special events in Newport Beach. The members should be professionals with experience in event organization and promotion, marketing including advertising, public relations, web marketing and brand development, as well as an understanding of the Newport Beach visitor base and the City's infrastructure and resources to support special events. One committee member would be a representative of the Economic Development Committee and one would be a representative of the Newport Beach Conference and Visitors Bureau.
 - C. The committee would elect its own chairperson.
 - D. The committee would be provided organization and staff support by the City and the CVB.
 - E. The first task of the Committee would be to recommend evaluation criteria for determining which proposals are to be subject to review by the Committee, as well as the general criteria for such review. City staff would then determine which proposals will be forwarded to the Committee for advice to Council.
 - F. The committee would meet as needed, and all meetings would be noticed and open to the public.
 - G. Committee members may not participate in the evaluation of a request made by an organization of which they are a member or by which they are employed or have been employed or compensated in any manner in the past two years.

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NEWPORT BEACH SUMMER WATER TAXI EXPLORATORY COMMITTEE

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Background

Goal 4 of the Strategic Plan for Fiscal and Economic Sustainability is: “The City shall facilitate an economically viable concentration of marine uses, and enhance the maritime viability of Newport Harbor.”

Objective 4.5 for implementing the goal states: “The City will invite proposals for the implementation of a privately owned and operated summer water transportation service, with funding supplemented by grants, private contributions and public monies. Research should be conducted into the transferability of existing models in Los Angeles County and other Areas.”

The actions steps for this objective specifically call out the formation of a committee of interested individuals from the EDC, Harbor Commission and local maritime and tourism industry to lead this effort. Therefore, the EDC is proposing the formation of a Newport Beach Summer Water Taxi Exploratory Committee.

Duties

1. To create a tourism map for Newport Harbor showing the locations of public docks and dinghy tie-ups, points of interest near these docking opportunities, and local restaurants with docking facilities. The map would serve as both a water tourism guide for visiting boat owners/renters and as the basis for designing a “water taxi” route.
2. To research successful small-harbor, summer-only private or public/private water transportation services that may be suitable models for a service in Newport Beach.
3. To develop and propose to the City Council strategies, funding sources and possible methods of implementation.

Structure

1. The eight person committee would be appointed by the Mayor from applications received and/or recommendations provided by the Economic Development Committee, Harbor Commission, Conference and Visitors Bureau, Chambers of Commerce, Restaurant Association, other groups with an interest in maritime affairs in Newport Beach. The committee shall include:
 - Two members of the EDC.
 - Two members of the Harbor Commission
 - Two local maritime business representatives
 - One representative from the Conference and Visitors Bureau
 - One representative from the Restaurant Association
2. The committee would elect its own chairperson.
3. The committee would be provided organization and staff support by the City Economic Development and Harbor Resources Division.
4. The committee would meet as needed, and all meetings would be noticed and open to the public.
5. The committee will cease to operate one year from date of establishment.

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